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Broadcasting Jan24

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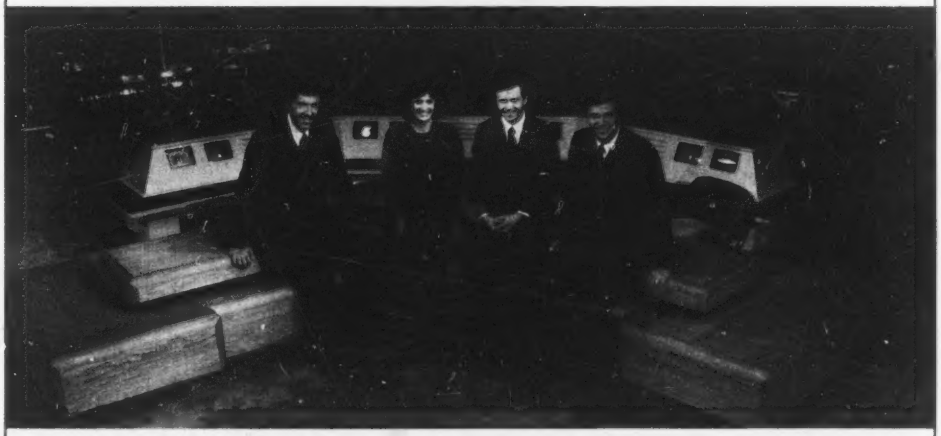

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Vol. 104 No. 4

Broadcasting Jan24

INTV sports healthy look in Los Angeles □ Y&R leads BROADCASTING's list of the top 50 ad agencies □ NAB basks in Mexico

FCC'S HOT POTATO □ Former commission chairmen Burch and Wiley square off at INTV over FCC's financial interest and domestic syndication rules. **PAGE 35.** Association of National Advertisers joins growing list of those opposing repeal of rules. **PAGE 36.** ABC intends to make its appeal for repeal to FCC this week. **PAGE 36.**

HOME TAPING FATE NEARER □ Supreme Court hears arguments on off-air recording as prelude to decision expected this summer. **PAGE 37.**

IN MEXICO: NAB HARMONY □ Joint board sessions in Puerto Vallarta marked by growing accord between radio and TV sides of association. Actions include approval of $9.3 million budget, selection of Wasilewski for DSA honor and official dissolution of code boards. **PAGE 39.**

SATELLITE SWITCHING FRACAS □ Financial News Network's move from Westar to Satcom may put it and Wold in court. **PAGE 40.**

$2 BILLION YEAR □ ABC's Duffy says TV network not only was first to top that billings mark, but that its prospects for 1983 are equally promising. **PAGE 42.**

BLUE CHIPPERS ADD TO STACKS □ Top 50 advertising agencies in radio and television report their spending in electronic media increased 13% in 1982. BROADCASTING's annual special report finds Young & Rubicam at top of heap with broadcast billings of $926 million. **PAGE 52.**

INTV '83 ACTION □ Los Angeles sessions capture upbeat mood of independents. FCC's Sharp tells them their ranks will swell by end of decade as distribution channels expand. **PAGE 66.** McCann-Erickson's DeWitt plumps for joint programing ventures by stations, advertisers, agencies and production firms. **PAGE 67.** Independents voice willingness for such co-op projects. **PAGE 68.** Delegates get update on continuing copyright quagmire. **PAGE 69.** Wirth outlines challenges facing independents. **PAGE 70.** Research and sales session focuses on techniques to win advertisers from networks. **PAGE 70.** Financial analysts present bullish report to INTV. **PAGE 71.** Program syndicators unveil new offerings. **PAGE 72.**

FOWLER REPORT CARDS □ Heritage Foundation gives good marks but says FCC should do away with content regulation. Republican House committee mixes applause for commission efforts with criticism of areas in which deregulatory moves are being made. **PAGE 78.**

COUNTING NOSES FOR AFFILIATES □ Arbitron's November sweeps come up with CBS-TV as clear winner. Total homes viewing edges up only slightly to 42.6 million homes per average quarter-hour. **PAGE 84.**

SUPPORT FOR FRENCH CONSORTIUM □ NBC and CBS sign agreements with Videographic Systems of America to provide text services to U.S. households. **PAGE 90.**

CRAZY LIKE A FOX □ Seven years ago, Gary Scollard was told his ideas for a new TV representation firm were crazy. Today, no one questions the sanity of the president and principal owner of MMT Sales, working proof that restricted client lists allow greater concentration on service. **PAGE 111.**

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Young & Rubicam

Ad agencies break $10 billion in broadcast billings

Top 50 agencies report spending up 13% from last year; Y&R holds lead for fifth year; JWT second

Combined broadcast billings for the top-50 advertising agencies in broadcasting totaled more than $10.5 billion in 1982, up 13% from the 9.3 billion booked in 1981. The $1.2 billion increase is the second highest billings gain reported by the top-50 in one year, just short of last year's $1.26-billion gain.

Television billings for the year totaled slightly more than $9.3 billion, up 14.1% over the $8.35 million logged in 1981. Radio billings by the top-50 broke the billion-dollar barrier in 1982, rising 9.6% to $1.02 billion.

Young & Rubicam emerged in first place for the fifth straight year with combined broadcast billings of $926.2 million, an increase of more than $62 million over 1981. The runner-up again was J. Walter Thompson with $903.4 million, a boost of almost $52 million. BBDO retained its third slot with $609 million, with a mammoth jump of $162 million.

Leo Burnett Co. captured the fourth spot with $609 million in TV-radio spending, up $99 million from 1981. Dancer Fitzgerald

BROADCASTING's top 50 agencies

All figures in millions

Agency	Combined broadcast billings	Total TV	TV network	TV spot	Total radio	Radio network	Radio spot	Broadcast percent of agency's total billings	Broadcast billings % change from 1981	Last year's rank
1. Young & Rubicam	926.2	861.3	603.9	257.4	64.9	18.8	46.1	61	+ 7.2	1
2. J. Walter Thompson	903.4	833.4	531.3	302.1	70.0	17.0	53.0	71	+ 6.0	2
3. BBDO	609.0	552.0	349.0	203.0	57.0	21.0	36.0	60	+36.2	3
4. Leo Burnett	545.0	515.0	376.0	139.0	30.0	3.0	27.0	59	+22.1	4
5. Dancer Fitzgerald Sample	487.5	464.6	295.3	169.3	22.9	8.6	14.3	86	+19.1	5
6. Ogilvy & Mather	467.2	439.3	289.3	150.0	27.9	7.2	20.7	70	+18.6	6
7. Grey Advertising	448.2	425.1	314.7	110.4	23.1	1.3	21.8	69	+16.0	7
8. Doyle, Dane, Bernbach	382.9	362.4	213.6	148.8	20.5	—	20.5	45	+ 4.9	8
9. D'Arcy-MacManus & Masius	380.0	325.0	170.0	155.0	55.0	10.0	45.0	60	+18.4	10
10. Foote, Cone & Belding	369.0	325.0	205.5	120.0	44.0	12.0	32.0	70	+27.6	12
11. McCann-Erickson	300.2	254.1	120.9	133.2	46.1	3.2	42.9	100	−12.0	9
12. William Esty	300.0	275.0	185.0	90.0	25.0	3.0	22.0	59	+19.5	14
13. Ted Bates	283.0	267.5	165.2	102.3	15.5	6.2	9.3	77	+ 5.7	13
14. Benton & Bowles	275.1	264.5	165.0	99.5	10.6	1.1	9.5	72	− 6.7	11
15. SSC&B	227.7	210.7	153.7	57.8	16.2	1.6	14.6	76	+11.2	18
16. Campbell-Ewald	220.4	187.0	150.6	36.4	33.4	10.1	23.3	58	+47.7	22
17. NW Ayer	218.0	189.8	153.5	36.3	28.2	10.4	17.8	57	+33.4	19
18. Backer & Spielvogel	208.6	172.9	126.0	47.0	35.7	3.0	32.3	75	+44.1	23
19. Needham Harper & Steers	200.7	173.0	133.1	39.9	27.7	14.1	13.6	55	−13.8	15
20. Wells, Rich, Greene	189.0	160.0	80.0	80.0	29.0	3.0	26.0	46	− 8.5	17
21. Kenyon & Eckhardt	186.0	155.0	95.0	60.0	31.0	6.0	25.0	74	+22.1	21
22. Compton	166.6	154.5	123.5	37.5	5.6	5.6	—	65	−26.6	16
23. Gardner/Advanswers	160.5	149.5	104.0	45.5	11.0	1.0	10.0	74	+ 1.9	20
24. Cunningham & Walsh	143.8	131.2	96.0	35.2	12.6	3.0	9.6	46	+ 6.5	24
25. Campbell-Mithun	126.2	107.6	31.2	76.4	18.6	1.3	17.3	60	+23.1	27
26. Bozell & Jacobs	123.5	91.5	15.5	76.0	31.9	1.4	30.5	30	+11.9	25
27. Della Femina, Travisano & Partners	113.0	93.6	32.3	61.3	19.4	—	19.4	70	+10.0	26
28. Ross Roy	108.5	81.9	8.9	73.0	26.6	—	26.6	49	+85.2	37
29. Marschalk	104.3	97.3	52.9	44.4	7.3	.3	7.0	61	+ 9.8	28
30. Ketchum Communications	99.3	87.3	42.0	45.3	12.0	—	—	32	+ 5.3	29
31. W.B. Doner	86.5	69.7	2.8	66.9	16.8	1.0	15.8	70	+37.3	36
32. Jordan, Case & McGrath	83.0	72.0	38.0	34.0	9.0	2.0	7.0	66	+23.9	33
33. Scali, McCabe & Sloves	81.0	69.0	24.0	45.0	12.0	1.0	11.0	56	+ 5.2	30
34. Tracy-Locke/BBDO	76.7	61.9	31.1	30.8	14.0	2.7	11.3	75	+17.8	34
35. Creamer	75.0	68.0	40.0	28.0	7.0	—	7.0	41	+ 7.1	32
36. Kornhauser & Calene	72.7	61.6	52.1	9.4	11.1	3.0	8.1	66	+ 2.8	31
37. McCaffrey & McCall	68.7	61.8	54.8	7.0	6.9	1.3	5.6	49	+ 6.7	35
38. Chiat/Day	67.5	54.0	22.1	30.8	13.5	1.1	12.4	50	+78.1	48
39. Eisaman, Johns & Laws	66.1	50.6	5.3	44.9	15.5	2.1	13.4	61	+35.7	41
40. Parkson Advertising	60.1	60.0	57.0	3.0	0.1	—	0.1	90	+13.2	38
41. Rosenfeld, Sirowitz & Lawson	60.0	56.0	14.0	42.0	4.0	1.5	2.5	—	—	—
42. Tatham-Laird & Kudner	58.5	58.0	37.0	21.0	0.5	0.2	0.3	47	+31.2	42
43. Humphrey, Browning, MacDougall	57.6	49.6	24.0	25.6	8.0	3.0	5.0	70	+66.5	49
44. Avrett Free & Ginsberg	56.7	50.4	18.0	32.4	6.3	—	6.3	81	—	—
45. Dailey & Associates	55.4	39.1	19.9	19.2	16.3	1.1	15.2	43	—	—
46. Warwick Advertising	55.2	49.2	36.0	12.8	6.0	4.4	1.6	46	+36.0	46
47. A. Eicoff	53.8	50.5	2.8	47.7	3.3	—	3.3	95	+ 5.3	40
48. Ally & Gargano	52.5	50.0	28.5	21.0	2.5	0.5	2.0	70	—	—
49. Laurence, Charles & Free	52.0	50.0	30.0	20.0	2.0	0.5	1.5	31	+ 3.8	39
50. Waring & LaRosa	49.6	43.4	32.5	10.9	6.2	3.4	2.8	68	+21.6	45

Sample held the fifth position with $487.5 million, a climb of $78 million.

BBDO was the agency registering the largest gain over 1981 in combined broadcast billings. It dwarfed the 1981 total by $162 million, attributed in part to its acquisition of Tracy-Locke Advertising. Other agencies with dramatic increases were Burnett, up $99 million; Dancer Fitzgerald Sample, up $78 million; Ogilvy & Mather, up $73.4 million; Campbell-Ewald, up $71.2 million; Backer & Spielvogel, up $63.8 million; Young & Rubicam, up $62.6 million; Grey Advertising, up $61.7 million; Ayer, up $54.6 million, and J. Walter Thompson, up $51.7 million.

Broadcast billing increases were amassed by 46 agencies of the top 50 while four showed declines. They were McCann-Erickson, down $41.2 million; Needham, Harper & Steers, down $32 million; Compton Advertising, down $26.6 million, and Benton & Bowles, down $19.9 million.

Added to the top 50 compilation for 1982 were Rosenfeld, Sirowitz & Lawson; Ally & Gargano; Dailey & Associates, and Avrett Free & Ginsberg. Dropped from the listing were John F. Murray Advertising; Calet, Hirsch, Kurnit & Spector; Bloom Advertising, and A1 Paul Lefton.

Reflecting their huge investments in television and radio, Young & Rubicam romped off with top honors in various categories of broadcasting. Y&R was the front-runner in total broadcast billings ($926.2 million); total television ($861.3 million) and total network television ($603.9 million). JWT was the leader in spot television ($302.1 million); total radio ($70 million), and spot radio ($53 million). BBDO was number one in network radio ($21 million) and in largest broadcast gain ($162 million).

BROADCASTING also canvassed the agencies for their investments in cable television. Cable billings for 1982 were initially expected to be in the $250-million range. Those estimates have been revised downward to about $150 million. Only time will tell how significant cable will become as an advertising medium. While that debate rages on, suffice it to say that the top-50 advertising agencies in broadcasting dominate the cable advertising scene as well. Thirty agencies on BROADCASTING's top-50 list this year reported cable billings—with 15 reporting $1 million or more. The total cable billings figure for the 30 reporting was $91.6 million, more than 61% of estimated $150 million for 1982. Young & Rubicam led the list with $22 million in billings for cable during the past year. J. Walter Thompson estimates that its cable business amounted to roughly $8 million during 1982. Dancer Fitzgerald Sample's cable figure was $7.0 million and Compton's, $6.5 million. Foote, Cone & Belding logged $5.5 million, with Backer & Spielvogel and D'Arcy-MacManus & Masius both reporting $5 million. Campbell-Ewald reported $4.7 million and Grey Advertising and Ted Bates reported cable billings of $4.5 million and $4.4 million respectively. Kenyon & Eckhardt reported $3.2 million and Cunningham & Walsh had $2.9 million. Jordan, Case & McGrath and Laurence, Charles & Free each reported $2 million and Chiat/Day had $1.08 million. Agencies reporting $1 million in cable included Campbell-Mithun, William Esty, Kornhauser & Calene and Wells, Rich, Greene.

The following is an alphabetical listing of the top 50 broadcast-billings agencies. Most figures were obtained from the agencies themselves; in others, estimates were gathered from various sources.

48

Ally & Gargano □ Estimated radio and television billings for Ally & Gargano were $52.5 million. The agency is a strong television investor, having spent approximately $50 million in the medium. Known for its creativity, A&G's television total was enhanced by such substantial advertisers as Calvin Klein Ltd., Donuts of America, Federal Express Corp., MCI Communications, Saag-Scania of America, Travelers Insurance Co. and Times Inc.

44

Avrett Free & Ginsberg □ With broadcast investments of $56.7 million, Avrett Free & Ginsberg joins the "Top 50" agency compilation. The agency is heavily involved in television and radio, allotting 81% of its expenditures to the electronic media during 1982. Avrett Free & Ginsberg obtained the Ogden Foods account and received additional business from Ralston Purina. Lost during the year were Abbot Laboratories and Leisure Dynamics (games and hobbies). Active in network and spot TV were such clients as Ponderosa Inc., Dana Perfumes, Lehn & Fink, Carter-Wallace, Estee Corp., Ralston Purina and Pfizer Corp. Spot radio buyers included Ponderosa, Iberia Airlines, Lehn & Fink and Carter-Wallace.

17

N.W. Ayer □ One of the better gains in 1982 broadcast billings, 33.4%, was logged by this agency. Helping boost its total to $218 million were the additions of accounts from ABC, *Business Week* magazine, Conde Nast Publications, General American Foods and Toshiba. And the gains were scored despite the loss of Ralston Purina, Van Camp Sea Food and the Scholl Inc. division of Schering-Plough. While total billings were up, radio showed some slippage at the agency, from $29.3 million to $28.2 million, but the $55 million gained in television billings more than compensated for that shift.

18

Backer & Spielvogel □ This agency logged impressive gains across the board for an aggregate 44.1% increase in broadcast billings, which totalled $208.6 million in 1982. Network television billings accounted for close to half of the overall gain, climbing from $97.4 million to $126 million. TV spot billings almost doubled during the past year, increasing by 97.5% to $47 million. Radio gains totalled more than 51%, due largely to radio spot activity, which accounted for $32.3 million of Backer's $35.7 million in radio billings. Among the agency's new accounts for 1982: Helene Curtis' Finesse conditioner; Noxell Corp.'s Raintree facial moisturizers and hand and body lotion; Seven-Up Co.'s Like cola, and Sony Corp.'s line of Betamax videocassette recorders. Account resigned—Bon Jour International (jeans, apparel). Backer also logged more than $5 million (mostly network) in cable billings.

13

Ted Bates □ This agency reported a modest 5.7% gain in broadcast billings in 1982, without taking into account its acquisition of number William Esty, which reports separately. All broadcast billings areas shared in the gains, for a total of $283 million. Bates has made no secret of advising television network clients to put 5% of their money into certain cable buys; and the agency reported it billed $4.4 million in cable, compared with $165.2 million in network television. Additions to the Bates account lineup include Duffy Mott apple sauce, Dr. Scholl products, and Beiserdorf's Nivea line. The agency lost Mego Toys and Richardson-Vicks. Continuing major accounts include Colgate-Palmolive, Coors, HBO, M&M Mars, Warner Lambert, Matsushita (Panasonic) and Prudential Insurance.

3

BBDO □ Agency broadcast billings soared in 1982 by more than $160 million as BBDO acquired Tracey-Locke, which added an estimated $70 million, and a raft of new accounts were obtained. New advertisers in the BBDO fold last year were Wrigley's Spearmint Gum, Stroh Brewery, Lever Bros. for several products, Quaker 100% Natural Cereal, Pepsi-Cola Bottling Group, International Multifoods (Kretschmer wheat germ), Specialty Brands Inc. and First Bank of Minneapolis. Two new accounts landed in 1982 will not be effective until early this year: Dodge cars and trucks and Taco Bell. Resigned during the year were Avis Rent-A-Car, Right Guard, Omega Watches, Church's Fried Chicken. Active in network television program sponsorships were General Electric, Gillette, Campbell Soup and American Cyanamid. Other substantial broadcast investors were Pepsi-Cola, Firestone, Wrigley's, Stroh Brewery and Frito-Lay.

14

Benton & Bowles □ Broadcast billings were down at Benton & Bowles in 1982, off 6.7% to $275.1 million. Radio billings were particularly hard hit, slashed almost 50% from the year earlier, to $10.6 million. Television's drop, almost equal in dollars, was relatively miniscule, spread almost evenly in $5 million chunks between network, which logged $165 million and spot at $99.5 million. Spot clients Pinkerton and

Showtime were additions, as was network client Sunnyland Refining. Major accounts are Procter & Gamble, General Foods, Richardson-Vicks, Texaco (Bob Hope specials and *Texaco Star Theater* sponsorships) Morton-Thickol, Emery and Jos. Garneau.

26

Bozell & Jacobs □ Broadcast billings for Bozell in 1982 were up 11.9% in 1982 to $123.5 million. Television billings were up 10.9% to $91.5 million (network $15.5 million and spot $76 million). Radio billings were up 14.3% to $31.9 million, although network radio was down 58.3% to $1.5 million. Accounts added—Armour Foods, Avis, Ingersole-Rand and Jar Tran. Accounts resigned—Godfather Pizza.

4

Leo Burnett □ Burnett added $99 million in broadcast billings in 1982, raising its total to $545 million. A significant chunk of the increase was attributable to the $75 million McDonald's account, landed in the fall of 1981 but whose full effects were not felt until 1982. Also acquired during the year was Miller Brewing Co.'s Miller's Special Reserve. Lost in 1982 was Steak & Ale Restaurants. Burnett's active broadcast spenders in 1982 included Allstate Insurance Co., Kimberly-Clark, Maytag, Nestle Co., Pillsbury, Procter & Gamble, Star-Kist Foods, Union Carbide and United Airlines. Burnett uses cable TV but combines its expenditures with those of television.

16

Campbell-Ewald □ Largely due to an increase of almost $49 million in network television billings, Campbell-Ewald's broadcast billings increased by 47.7%. And if cable is included ($4.7 million), growth in 1982 amounted to 55%. Network TV buys totalled $150.6 million, with spot billings amounting to $36.4 million. Radio billings growth was also impressive for C-E during the past year, climbing 28.5% to $33.4 million, with spot dollars outpacing network dollars by more than 2 to 1. Eastern Airlines and American Tourister were among the accounts added by C-E last year. No resignations were reported. Major clients include Chevrolet, Delco and Delco Electronics, General Motors Acceptance Corp., Goodyear, National Car Rental, Magnavox, Odyssey, Burroughs Corp., Reynolds Metal, Stokely, Gatorade and Wendy's International.

25

Campbell-Mithun □ Broadcast billings for this agency in 1982 were up 23.1% to $126.2 million. On the television side, billings totalled $107.6 million ($31.2 million network and $76.4 million spot) an increase of 30.4%, while radio billings were up almost 88% to $18.6 million. Spot accounted for the bulk ($17.3 million). Republic Airlines, Pentax, Toro and Dourthe Wines were among the new accounts added in 1982, while Uniroyal Ag Chemicals and Woodbridge footwear were resigned. Other major clients include GMI, Kroger, G. Heileman, Land O'Lakes, American Egg Board and International Dairy Queen.

38

Chiat/Day Inc. □ This agency posted an impressive 20% increase in total radio and TV billings for 1982 at $67.5 million—up from $37.9 million the previous year. Total TV billings for the agency jumped from $28.7 million in 1981 to $54 million last year. Network TV soared from $9.2 million to $22.1 million and spot TV billings rose from $19.5 million to $30.8 million. Total radio billings for last year were $13.5 million with the majority going to spot, $12.4 million, up from $8.2 million in 1981—and the remainder going to network. Current agency accounts include: Olympia Brewing, Pioneer Electronics, Yamaha Motors, Transamerica Corp., Wienerschnitzel Corp. and Apple Computer.

22

Compton Advertising □ Compton's parent Compton Communications merged last June with the largest agency in the United Kingdom, Saatchi & Saatchi, in a move some called the largest agency merger in history. Still, Compton's domestic broadcast billings were down for the year 1982, dropping 26.6% to $166.6 million. Network television dropped over $45 million, spot over $10 million, and radio billings were almost sliced in half, with spot radio disappearing. Major Compton accounts in 1982 were Procter & Gamble, American Motors, *The National Enquirer*, Johnson & Johnson, Thompson Medical, Molson and Paine Webber.

35

Creamer Inc. □ Creamer reported a 7.1% increase in broadcast billings for 1982, totalling $75 million. Television billings accounted for $68 million ($40 million network and $28 million spot), with $7 million in radio spot billings. Major accounts include Stouffers (TV network and spot), Alcoa (radio spot and TV network and spot) and Sheraton hotels (spot radio and television).

24

Cunningham & Walsh □ Exchanging a 39% increase in network television billings (to $96 million) for a 37.5% decline in TV spot billings (to $35.2 million) and adding $42.6 million in radio buys, Cunningham & Walsh finished out the year with a 6.5% increase in total broadcast billings. Among the new accounts added by C&W over the past year were the Jergens Clear Complexion Bar; CBS (video games and software); Sominex; Procter & Gamble (Puffs facial tissue and Citrus Hill orange juice); Ricoh Copiers; Sterling Drug LoSal antacid tablets and Phiso Puff; American Home Products (new product assignments and Easy Off window cleaner), and Harcourt Brace Jovanovich. Accounts resigned included Lea & Perrins Inc., Southern Railway Systems and the Royal Viking Line. Other major accounts include AT&T Yellow Pages; various products for American Home Products, Sterling Drug and Procter & Gamble; Blue Nun, and Beecham Products.

45

Dailey & Associates □ Los Angeles-based Dailey & Associates is a newcomer this year to the top 50 listing, amassing broadcast expenditures of more than $55.4 million. Dailey is highly active in both spot radio and spot television, reflecting the regional nature of many of its accounts, reporting $19.2 million in the latter and $15.2 million in the former. Dailey's long list of accounts in 1982 included Beatrice Foods, KNXT(TV) Los Angeles, Ford Dealers Association of Southern California, Guild Wineries, Hunt-Wesson Foods, Thomas J. Lipton Inc., Purex Corp. and Bay Area Taco Bell.

5

Dancer Fitzgerald Sample □ Abetted by a rash of new accounts, Dancer's broadcast total climbed by $78.3 million in 1982. The agency also invested more heavily in television and radio as its share moved up to 85.5% from 78.7% in 1981. New accounts landed by the New York office included several products from Kenner Toys, Candelle Inc. (bras), Life Savers (Bubble Yum and Replay Gum) and Tender Leaf Tea. The San Francisco office was tapped for TeleVideo Systems (computer terminals), Businessland, Inc. and Telophase (cremation services). New accounts in the Los Angeles office included National Subscription Television (ON TV) and the Sands Hotel & Casinos Inc. Lost during the year were *Women's Day* magazine and J.B. Williams. Heavy broadcast users were Toyota, General Mills, Procter & Gamble, L'eggs, Life Savers, Wendy's, American Cyanamid (Shulton) and CPC International. DFS billed about $7 million last year in cable television from advertisers including Duracell, General Mills, L'eggs, Procter & Gamble and Toyota.

9

D'Arcy-MacManus & Masius □ The loss of one cable industry client, ESPN, and the gain of another The Weather Channel, highlighted the media news generated by D'Arcy in 1982. Overall, the company reports a gain of 18.4% in broadcast billings in 1982. Gains were recorded across the board, with the exception of network radio billings, which stayed flat at $10 million. D'Arcy also counted $5 million in 1982 cable billings for its clients. Among major accounts on the D'Arcy roster are Amoco Oil, Anheuser-Busch, CPC International (Mazola and other products) General Motors, Heublein, Lorillard, Mars Inc., and Pitney Bowes.

27

Della Femina, Travisano & Partners □ Broadcast billings for Della Femina et al. were up 10% over the past year to $113 million. Television billings totalled $93.6 million ($32.3 million network and $61.3 million spot) and radio placements accounted for the remaining $19.4 million, all of which fell into the spot category.

31

W.B. Doner □ This agency showed a 37.3% gain in broadcast billings for 1982, totaling

$86.5 million. The largest increase was in the television spot category which rose 42.3% to $66.9 million. Radio billings were up 20% to $16.8 million with $15.8 million falling into the spot category. Champion Sparkplugs (for co-op), American Home Video, Color Tile and Stater Brothers supermarkets were among accounts added by Doner in 1982. The agency's Chattem account was resigned. Among Doner's major accounts are Colt 45, McCormick, Commercial Credit, Pizza Hut (regional), Eckerd Drugs, Richway and Faygo Beverages.

8

Doyle, Dane Bernbach □ This agency last year suffered the death of one of its co-founders, William Bernbach, who at 71 was still active in the creative area for Doyle, Dane, Bernbach. Earlier in the year, a planned merger with number 10 on BROADCASTING's "Top 50" list, Foote, Cone & Belding, was canceled—a union that would have formed an entity with $2.3 billion in worldwide billings. On the domestic front, Doyle, Dane Bernbach experienced a modest rise of 4.9% in 1982 broadcast billings, which slipped to 45% of total domestic billings from the year-earlier 50%. Major agency accounts include Airwick, Atari, Bulova Watch, CBS/Broadcast Group, GTE, MCA, Mobil Oil, Polaroid, Seagram and Volkswagen. The agency reports only minor cable billings—$350,000; and radio billings fell nearly $5 million as 1981's $4 million in network spending dwindled to zero.

47

A. Eicoff □ This agency's broadcast billings rose an estimated 5.3% over 1981 to $53.8 million. Spot television billings account for most of Eicoff's business, which totalled about $47 million. Eicoff specializes in direct-response advertising.

39

Eisaman, Johns & Laws □ Eisaman's broadcast total increased by more than $17 million in 1982. Contributing to the growth were new accounts including Magnetic Tape International, which will be a strong user of broadcast in 1983; Skaggs Drug Center, which spent $1.5 million in spot TV and radio last year; Wendy's Restaurants in Phoenix; Albuquerque, N.M; Tulsa, Okla., and Oklahoma City, and Cadillac Dealers Advertising Associations in several major markets. Dropped during the year were Air California Inc. and Suzuki Motorcycles.

12

William Esty □ Although it continues to be operated separately, William Esty was acquired early last year by Ted Bates Worldwide, creating an association representing $2.4 billion in domestic and international billings. Esty's broadcast billings jumped 19.5% in 1982, as television billings climbed almost $50 million to $275 million, $30 million of the increase in network, $20 million in spot. Radio billings overall were flat at $25 million, with $4 million shifting out of network and into spot, which logged $22 million in 1982. Esty also reported $1 million in cable billings. Among Esty's clients were American Home Products' Whitehall Laboratories (Anacin and Dristan); Chesebrough-Ponds, Colgate-Palmolive, Datsun, Nabisco Foods and Union Carbide's Everready line.

10

Foote, Cone & Belding □ Dropping its merger plans with Doyle, Dane Bernbach didn't harm this agency—it reports a 27.6% increase in broadcasting billings in 1982 to $369 million. Those gains came in all quarters, most remarkably perhaps in the better than 70% increase noted in spot television billings, to $120 million. Included among its accounts are Clairol, Coors, Clorox, Fotomat, Fritolay, Plough, Levi Strauss, Ore-Ida Foods and Swift & Co., FC&B's New York, Chicago and Los Angeles offices also serve major banks in their respective areas. Foote, Cone & Belding reported $5.5 million in cable billings in 1982.

23

Gardner/Advanswers Media Programing Inc. □ That long title, the agency hastens to stress, is *the* proper name to accurately depict the Gardner/Advanswers relationship. Gardner subsidiary Advanswers, which replaced the Gardner media department years ago, handles a great deal of business independent of Gardner, including a syndicated programing operation. To add to the mix, Advanswers conducts all media planning and spot broadcast placement (and magazine placement) for Gardner and Advanswers clients, while an Advanswers subsidiary, The Paul Schulman Co. does all network placement. From that aggolmeration, $160.5 million in broadcast billings resulted last year, up 1.9%. Notably, network television billings fell $6 million, though they were more than made up by a $9.5 million spot television gain. Account additions in 1982 were Airwick Industries media work, a pet food assignment from Ralston Purina and Southwestern Bell Telephone Co.

7

Grey Advertising □ A long list of account additions (not offset by a few resignations) helped boost broadcast billings for Grey Advertising by 16% in 1982. Danskin, Holly Farms Poultry, Canon Business Machines, a number of Beecham products, P&G's Puritan Oil, Almaden Vineyards and Regina Co. new products among those gained by Grey in 1982. Canada Dry and Taco Bell resigned. Among Grey's major clients (virtually all of whom are participating television network and spot television buyers) were ABC Movies, AMC, Block Drug, Beecham, Canon, General Foods, Panasonic, Procter & Gamble, Remington, Shearson, Timex and Warner Bros. Grey notes that it placed $4.5 million in cable billings in 1982, for such clients as Block Drug, Borden, General Foods, Procter & Gamble and Shearson. A slight ($6 million) decline in spot television billings was more than offset by the $53 million in network gains; radio was the reverse, with spot's $4.5 million gain eradicating the $2 million drop in network billings.

43

Humphrey, Browning, MacDougall □ For Boston-based HBM, 1982 was a stellar year. Its total broadcast billings rose 66.5% to $57.6 million, with network and spot television accounting for most of those revenues ($24 million and $25.6 million, respectively). Contributing to that growth was the acquisition of Stiefel/Raymond (now called HBM/Stiefel), based in New York, adding two major accounts to HBM's list—Cumberland Packing Corp. (Sweet 'N Low) and W.P. Goebel Manufacturers (Hummel figurines). Among HBM's other new accounts for 1982 were Colibri gold pocket lighters, Jordan Marsh and Evan-Picone men's wear, and Stride Rite Corp.'s Sperry Top-Sider. No accounts were resigned. Among HBM's existing major accounts are General Mills, Parker Bros., Stanley Works, United Brands, First National Bank of Boston, Melville Corp.'s Consumer Value Stores (CVS) and Palm Beach Inc.

32

Jordan, Case & McGrath □ JC&M increased its broadcast billings in 1982 by 23.9% for a total of $83 million. Television accounted for $72 million, $38 million in network and $34 million in spot. Of the $9 million in radio billings, $2 million represented network and $7 million represented spot buys. Accounts added during the past year include Tonka Toys, Selchow & Righter (Scrabble), Chambourcy (Nestle), Jones Dairy and Group W Cable. Accounts resigned included the Drackett Co. and Colombo Inc. Among JC&M's major accounts are Aetna Insurance, Long John Silver, Kobrand, Hanes, Tums, Welch's, Nestle ($100,000 Bar), Chapstick, Lip Quencher, Squibb and Richardson-Vicks.

21

Kenyon & Eckhardt □ This agency increased its broadcast billings by 22.1% over the past year to $186 million, rebounding well from its flat performance in 1981 when broadcast billings were up less than 1%. TV placements accounted for $155 million, up 29.2%, and radio billings were up $5 million to $31 million. Prudential Bache Securities, Renuzit Air Freshener, Datril Analgesic and Mattel Co. were among the accounts added by K&E during 1982. Accounts resigned included Cinzano Wines and the Dodge Division of Chrysler Corp. Other major accounts include Chrysler, Colgate-Palmolive, Ocean Spray, Quaker State, Underwood Foods and Air France.

30

Ketchum Communications Inc. □ Broadcast billings for Ketchum were up 5.3% in 1982, totaling $99.3 million, with $87 million accounted for by television ($42 million network and $45.3 million spot) and $31.8 million by radio. Radio billings were up 25% to $12 million. Accounts added during the past year included Gray Drug Fair, Castle & Cook, Weyerhauser, Roffler Industries and WCAU-TV Philadelphia. Accounts resigned included New York Air, Japan Air Lines, Rubbermaid, H.G. Parks Inc. and Granny Goose Foods

Inc. Among Ketchum's major accounts are Clorox, Hunt-Wesson, Pizza Hut, C&P Telephone, Pillsbury, Heinz, Pittsburgh National Bank, Safeway, Beef Industry Council, Pennsylvania Tourism and Gordon Jewelry.

36

Kornhauser & Calene Inc. □ During the past year this agency's TV spot billings declined 51.8% to $9.4 million. But its radio billings rose to $11.1 million from $2.4 million in 1981; overall, a 2.8% gain in broadcast billings. Accounts added included Goya, Grumman, Computer Strategies and Preparation H. Accounts resigned included Commodore computers and Torrington. Major clients include Whitehall Laboratories, American Home Foods, Church & Dwight and J.P. Stevens.

49

Laurence, Charles & Free Inc. □ Broadcast billings for this agency were up 3.8% in 1982 to $54 million with all but $2 million accounted for in television revenues ($30 million in network and $20 million in spot). Tronolane, Shower Shaver and Adidas were among the major accounts acquired by the LC&F in the past year. In the same period, the agency resigned Alfa-Romeo. Existing accounts include Extra Strength Bufferin, Endust, Comtrex Night Time, Ban, Gorton's, Sally Hansen, Selsun Blue, Murine Eye Drops and Mr. Muscle.

29

Marschalk □ Television and radio spending at Marschalk grew by almost 10% to $104.3 million. New assignments from existing clients were from Stroh Brewery Co. (Stroh's Bohemian Beer); Thompson Medical Co. (Aspercreme, Sportscreme, Prolamine, and new products) and the Upjohn Co. (Cortef). Advertisers added during the year were Chattem Inc., Olympus Camera Corp. and Medac Inc. Lost during 1982 were Maybelline (cosmetics) and Revlon (Mitchum anti-perspirant). Broadcast accounts at Marschalk included Bob Evans Farms, Coca-Cola Co. (food division), Gillette, Glenbrook Laboratories, Heublein, Stroh Brewery, and Upjohn.

37

McCaffrey & McCall □ Broadcast billings for McCaffrey & McCall were up 6% in 1982, a little more than half the 11% gain logged by the agency the previous year. Total broadcast billings equaled $68 million, with $54.8 million of that accounted for by the network television category. New accounts added last year included Avis, Guest Quarters, T. Rowe Price and Falcon Jet. Accounts resigned included Del Taco Inc. Broadcast billings account for about half of the agency's total domestic billings. Other major accounts include ABC, Air Canada and Hartford Insurance.

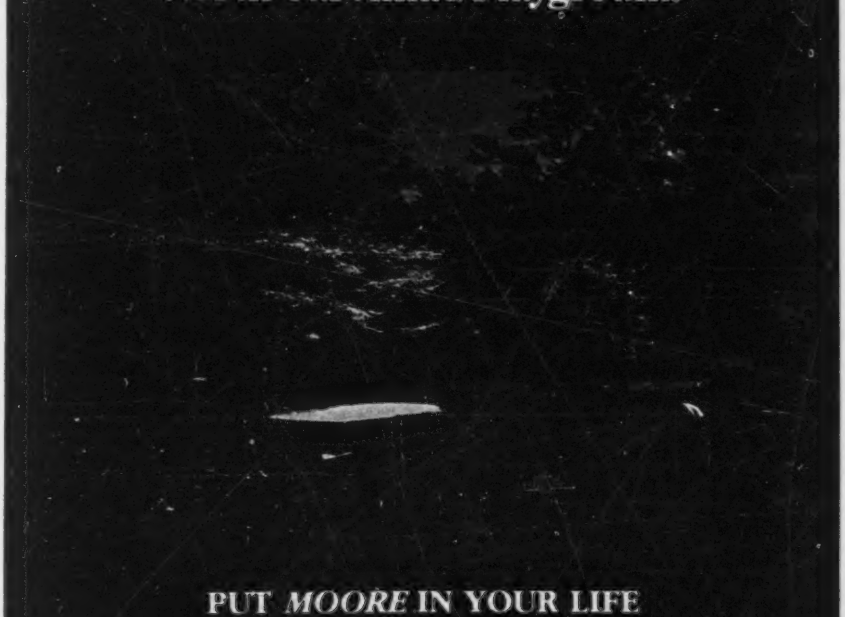
11

McCann-Erickson □ As broadcast billings for this agency slipped 12% in 1982 to $300.2 million one factor exerting downward pressure was the closing of the company's Chicago office, spurred by Sears, Roebuck's decision to consolidate many of its accounts with a competitor. Billings slipped in all categories except spot radio, which posted a gain of $1.9 million to $42.9 million. Among major McCann-Erickson accounts are: AT&T Long Lines, Coca-Cola, Exxon, Gillette, Levi Strauss Activwear, NBC, Nestle and Sony Consumer Products.

19

Needham, Harper & Steers □ Reorganizing of the management structure was the big news at Needham Harper & Steers in 1982, as the holding company NH&S Inc. was formed, and the management divided into three separate companies NH&S/USA, NH&S International and Issue and Images Inc. Combined billings were down for the year by 13.8% to $200.7 million. Network television took the hardest hit, $39.3 million, with a $8.5 million gain in spot television slightly offsetting that drop. Accounts gained by the agency last year were John Blair & Co. and E.J. Galo Winery. Lost were Bacardi Imports, Third National Bank & Trust Co., Arco and Wrigley Spearmint gum. Major continuing accounts include Anheuser-Busch's Bud Light, Clorox Co., Rubbermaid Inc. and Sears Roebuck & Co.

Celebrate the Good Life in the Sandhills
North Carolina's Playground



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1 POWERFUL VOICE

WCEL celebration station AM-99 abc AP
Southern Pines · Pinehurst · Aberdeen
Moore County, North Carolina

MSA Daily Service by Mid-South Airlines Connecting with Raleigh-Durham, Charlotte, Richmond & Washington, DC

6

Ogilvy & Mather □ O&M reported a healthy 18.6% rise in broadcast billings for 1982, putting its total broadcast billings at $467.2 million. (The company doesn't make a breakout for cable billings from that figure.) With that increase, the percentage of domestic billings represented by the broadcast totals climbed from 57% in 1981 to 70% last year. Among the major accounts in the O&M stable are General Foods, Mattel, American Express, TWA, Hershey, Sears, Kimberly Clark, Lever, Shell and Avon. The overall gain logged by O&M for broadcast billings came despite a drop in radio billings, from $33.3 million in 1981 to $27.9 million in 1982.

40

Parkson Advertising □ Parkson's broadcast investment rose by almost 12% to $59.7 million, as the agency beefed up its TV spending. All but $100,000 of its broadcast total is in TV, heavily in network. Parkson's expenditures in television were for the Ace Comb Co. and a long list of brands for Nabisco (Triscuit, Escort, Wheat Thins, Chicken-in-a-Biscuit crackers) and the J.B. Williams Co. for both its toiletries and pharmaceutical divisions.

41

Rosenfeld, Sirowitz & Lawson □ Estimated broadcast billings for 1982 for RS&L were $60 million, overwhelmingly in television. New to the "Top 50" listing, the agency had a well-balanced list of clients in 1982, including numerous brands of American Home Products and the 4 Foods Corp., plus advertisers including R.C. Bigelow (teas), Harlequin Enterprises (books), International Playtex, Luzianne Blue-Plate Foods, McDonald's Corp. Owner/Operator Association, Monarch Wine, Pfizer Inc., Sharp Electronics Corp. and Six Flags Inc.

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28

Ross Roy □ This Detroit-based agency was, on a percentage basis, one of the biggest gainers in 1982. Combined broadcast billings totalled $108.5 million, compared with $58.6 million for 1981, an impressive 85.2% increase. The biggest gains came on the spot sides of both television and radio, where Ross Roy places the bulk of its broadcast business. The agency's TV spot figure was up 143.3% to $73 million and spot radio was up 58.3% to $26.6 million. Accounts added during the past year included the Michigan Department of Commerce and Sinai Hospital of Detroit. Accounts resigned included McDonald's Restaurants Inc. (Michigan and Toledo, Ohio). Major accounts include K-Mart, Michigan Bell, Upjohn, Coca-Cola Detroit Bottlers, Tuff Cote and La-Z-Boy.

33

Scali, McCabe, Sloves □ Combined broadcast billings for this agency were up 5.2% to $81 million in 1982. The entire gain came on the television side, with radio billings, for the third straight year, remaining flat at $12 million ($1 million for network and $11 million spot). TV network buys totalled $24 million, down 17.2% from 1981, with television spot dollars up 25% to $45 million. Western Union, Continental Airlines and The Movie Channel were among the accounts added by Scali during the past year while Singer was resigned. Other major accounts serviced by Scali include Hertz, Sperry, Maxell, Nikon, Castrol, Perdue and Volvo.

15

SSC&B □ Another of the 1982 industry mergers, Interpublic last April completed the process of acquiring SSC&B, making the Interpublic Group a $3.7 billion worldwide billing group. Reporting separately, SSC&B's billings for the year rose 11.2%, to $227.7 million. Most of that gain was attributable to a $19.1 million gain in spot television billing, to $57.8 million. Major additions to SSC&B's account lineup were Coca-Cola's Diet Coke, Diner's Club International, S&A Restaurant Corp. and Scannon Ltd. Account resignations were Olympus Camera and Monet.

42

Tatham-Laird & Kudner □ This agency's broadcast billings swelled by almost $14 million as TL&K added a long list of clients, including Interfood Ltd. (Andies Candies), Sunline Brands, California Canners & Growers, Famous Footwear Inc., York Steak House Systems, International Harvester (corporate) and Procter & Gamble (Coast deodorant soap). Accounts active in radio and television included Dean Foods Co., Interfood, Kimberly-Clark, Miles Laboratories, Monsanto, Ralston Purina and Sunmark.

Biggest spenders

Total broadcast billings
Young & Rubicam—$926.2 million

Total TV billings
Young & Rubicam—$861.3 million

Network TV billings
Young & Rubicam—$603.9 million

Spot TV billings
J. Walter Thompson—$302.1 million

Total radio billings
J. Walter Thompson—$70.0 million

Network radio billings
BBDO—$21.0 million

spot radio billings
J. Walter Thompson—$53.0 million

Biggest broadcast gain
BBDO—$162.0 million

2

J. Walter Thompson □ Last year was not the best of times for JWT with the discovery of accounting irregularities showing a $30-million shortfall in its syndication unit, but the agency managed to wind up 1982 with a gain in TV and radio billings of 6% to bring its total up to $903.4 million, putting it in second place (behind Young & Rubicam). Thompson acquired during year accounts including Grand Union, Timex Computer Corp., Toys 'R' Us and American Postal Workers Union. Resigned in 1982 were three brands of Jos. Schlitz Brewing. Thompson was the leading agency for spot television in 1982, amassing a total of more $302 million. Thompson's long list of TV-radio accounts includes Burger King, Eastman Kodak, R.T. French Co., Grand Union, Lever Bros., Miles Laboratories, Nabisco, Nestle, Pepsi-Cola Co., Reynolds Metals, Samsonite, Scott Paper, Timex Computer Corp., Warner-Lambert, H&R Block, Dart & Kraft, Jovan (beauty care products), Oscar Mayer & Co., Quaker Oats, Sears, Roebuck & Co., Activision, Ford Dealer Advertising Association and Chevron.

34

Tracy-Locke/BBDO □ In 1982, when the agency was acquired by BBDO, Tracy-Locke had broadcast billings totaling $76.7 million, an increase of 17.8% over the previous year. The lion's share of that total, $61.9 million, was divided almost equally between network and spot television, while radio billings increased by more than 55% to $14 million. A $20-million Taco Bell account was added during the past year while the Poulan account was resigned. Other major accounts include Frito Lay, Phillips, Haggar, Pepsi Bottling Corp., Imperial, Ben Hogan AMF and Best Products.

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50

Waring & LaRosa Inc. □ This agency's total radio and TV billings for 1982 was at $49.6 million—up from $40.8 million in 1981—while the broadcast billings percentage of the company's total billings stood at 68%, the same as in 1981. Total TV billings placed by the agency were $43.3 million, with $32.5 million going to network and $10.9 million to spot. Total radio billings were $6.2 million—$3.4 million for spot network and $2.8 million for spot, no dramatic change from the previous year. The following are some of the accounts the agency added last year: Adolph's Ltd , Insilco Corp., Ragu Foods, Sony Corp. of America and the Quaker Oats Co. Current accounts include Perrier and Smith Corona.

46

Warwick Advertising □ Warwick bolstered its broadcast spending by more than $14 million in 1982, helped by the acquisition of several brands from Plough Inc., Maybelline Inc. and U.S. Tobacco. It reported no account losses last year. Active in network and/or spot television in 1982 were Benjamin Moore Paints, Brooke Bond Foods, Burlington Industries, Economics Laboratory (cleansers), Sterling Drug, Pfizer (Coty), Plough and U.S. Tobacco. Advertisers in spot and/or network radio were Plough and U.S. Tobacco.

20

Wells, Rich, Greene □ Broadcast billings reported by Wells, Rich, Greene went down 8.5% from year earlier totals, to $189 million. While radio billings showed a respectable gain of $7 million to $29 million, television's total dropped more than $22 million, with a $45 million fall in network responsible, and even offset by a $20-million gain in spot television billings. Wells, Rich, Greene accounts include Ford Motor Co., Max Factor, Procter & Gamble and Ralston Purina.

1

Young & Rubicam □ For the fifth straight year in 1982, Young & Rubicam won laurels as the front-ranking agency in BROADCASTING's "Top 50" agency compilation. Y&R reported television and radio billings of $926.2 million, a jump of $62.6 million over 1981. New account activity in 1982 was sparked by the acquisition of Del Monte Foods, Hallmark, Canada Dry, Ford's North American Automotive operation, Suzuki Motorcycle, Gillette's Right Guard, AT&T (calling card and credit card), Japanese Airlines, Sanyo Electronics and Hunter Fans. Lost during the year was Miller Beer's Special Reserve. Y&R's extensive roster of substantial radio-TV accounts include American Home Products, Atari, Canada Dry, Dr. Pepper Co., Eastman Kodak, General Foods, Frito-Lay, Gulf Oil, Hallmark, Kentucky Fried Chicken, Lincoln-Mercury Division of Ford Motor Co., Oil of Olay, Procter & Gamble, Richardson-Vicks, Union Carbide, Warner-Lambert, Del Monte, Clorox and United Vintners. Y&R reported that its cable TV advertising expenditures in 1982 were about $22 million.

CBS the clear winner in Arbitron's November sweeps

Prime time viewing of network TV affiliates during last November's Arbitron sweep period showed a fractional increase but not a statistically significant difference from the year before, edging up to 42,614,000 homes per average quarter-hour, according to an analysis of Arbitron reports by CBS researchers. In the November 1981 sweep the total was 42,505,000.

But since the number of TV homes in the U.S. had increased in the meantime by 2.4%, the analysis said, the increase in network-viewing homes translated into a 2.1% decline in the combined three-network rating. In the November 1981 sweep the combined rating was 52.2. In last November's it was 51.1.

As national ratings during the November sweep period had indicated (BROADCASTING, Dec. 6, 1982), CBS-TV was the clear winner in the local measurements. Its average quarter-hour homes total rose 6% above its November 1981 level, reaching 15,883,000, while ABC-TV's dropped 4.5% to 14,282,000 and NBC-TV's slipped 1% to 12,449,000. CBS researchers noted that the figures gave CBS affiliates a 27.6% advantage over NBC's and an 11.2% edge over ABC's.

The analysis also showed that in the 177 markets in which CBS had affiliates in both the 1981 and 1982 sweep periods, CBS affiliates in 144 markets increased their delivery in the 1982 measurement while those in 23 markets declined and those in 10 markets showed no change. Similarly, in markets where NBC had affiliates in both years, 65 NBC affiliates showed increases, 8 declined and 20 remained unchanged, while in ABC markets, 51 ABC affiliates gained, 108 declined and 15 remained the same.

The Arbitron sweep covered 211 continental U.S. markets. In 143 of these, CBS researchers said, all three networks have affiliates (an increase from 140 in November 1981). In the 143 three-network markets, the count showed CBS affiliates in first place in 94 (up from 58.5 in November 1981, while ABC affiliates were first in 37 markets (down from 55.5 the year before) and NBC affiliates were first in 12 (down from 26).

(Fractional points derived from ties. In two-way ties, each tying network received a half-point and also tied for the rank below. In three-way ties, each network received three-tenths of a point.)

ABC affiliates had the most second-place finishes in the 143 markets, a total of 66 (down from 48.5 in November 1981). CBS and NBC placed second in 38.5 markets each, the CBS total declining from 57.5 a year earlier, the NBC total rising from 34. NBC affiliates finished in third place in 92.5 markets (up from 80 in 1981), while ABC affiliates placed third in 40 markets (up from 36) and CBS affiliates were third in 10.5 (down from 24).

The CBS researchers also calculated that their affiliates came out ahead on a full-day basis (9 a.m. to midnight). In the 143 markets with three or more stations, they said, CBS affiliates placed first in 81.5 markets (up from 59 a year earlier), ABC affiliates were first in 39 (down from 60) and NBC affiliates were first in 22.5 (up from 21).

The table at right was developed by BROADCASTING from CBS researchers' compilations of Arbitron's November 1982 and 1981 reports. Household numbers are in thousands (add 000) per average prime time quarter hour (Monday-Saturday 8-11 p.m. and Sunday 7-11 p.m.) and include whatever local programing was broadcast by affiliates during those hours. Household numbers in boldface denote market winners for the sweep period. Percent change shows household gain or loss from November 1981. A dash (—) indicates no primary affiliate in market. Asterisks denote change in network affiliation between November 1981 and November 1982. The 1982 period was Nov. 3-30. In 1981 it was Oct. 28-Nov. 24. □

Monitor

'Frontline' premiere. Public Broadcasting Service's weekly public affairs documentary series, *Frontline*, made its debut last Monday at 8 p.m. and apparently met with success. According to figures released by PBS, first of 26 one-hour programs, "An Unauthorized History of the NFL," garnered 12 share average in New York, Chicago, Los Angeles, San Francisco and Philadelphia. PBS said that was its best prime time documentary performance since *Death of a Princess* in 1980, which received 21 share in four-market average. Program also appears to have ruffled some feathers. National Football League Commissioner Pete Rozelle publicly criticized documentary and labeled it "cheap sensationalism." Program featured gambler who claimed to have fixed 12 NFL games. *Frontline's* commercial competition brought in these numbers: CBS-TV's *Filthy Rich* received 16 share, NBC-TV's *Little House on the Prairie*, 18, and ABC-TV's *That's Incredible*, 30. □

Animated venture. Telepictures Corp., New York, has acquired Rankin/Bass Productions and its library of 23 animated and live-action films and has entered partnership with Arthur Rankin Jr. and Jules Bass under which all of their future projects will be produced in association with Telepictures, which will own and distribute them. Financial details of agreement were not disclosed. In Rankin/Bass library are such animated films as *The Hobbit*, *Frosty's Winter Wonderland*, *The Easter Bunny is Coming to Town* and *Rudolph's Shiny New Year*. Rankin/Bass is preparing more than three dozen projects, including *The Flight of the Dragon*, two-hour fully animated feature film, and *The Wind in the Willows*, two-hour animated special already sold to ABC-TV.

ADI	1981	1982	ABC % change	1981	1982	CBS % change	1981	1982	NBC % change
Abilene-Sweetwater, Tex.	17	17	NC	14	17	+21.42	31	**26**	-16.13
Albany, Ga.	—	7	—	—	—	—	58	**56**	-3.45
Albany-Schenectady-Troy, N.Y.	90	78	+13.3	87	**102**	+17.24	67	70	+4.47
Albuquerque, N.M.	73	**77**	+5.47	53	54	+1.88	44	50	+13.64
Alexandria, La.	—	—	—	—	—	—	39	**37**	-5.13
Alexandria, Minn.	—	—	—	—	39	—	**38**	—	—
Alpena, Mich.	—	—	—	7	**8**	+14.28	—	—	—
Amarillo, Tex.	39	**40**	+2.56	26	31	+19.23	31	27	-12.90
Anniston, Ala.	—	—	—	15	**18**	+20.00	—	—	—
Ardmore-Ada, Okla.	11	10	-9.1	23	**27**	+17.39	—	—	—
Atlanta	213	212	-0.47	215	**213**	-0.93	151	161	+6.62
Augusta, Ga.	52	**54**	+3.85	47	49	+4.25	18	21	+16.66
Austin, Tex.	47	43	-8.51	55	**62**	+12.72	32	30	-6.25
Bakersfield, Calif.	25	**24**	-4.00	18	20	+11.11	22	20	-9.09
Baltimore	195	**174**	-10.77	153	172	+12.42	141	147	+4.25
Bangor, Me.	21	19	-9.52	27	**28**	+3.70	20	24	+20.00
Baton Rouge	69	**76**	+13.00	65	67	+3.07	31	29	-6.45
Beaumont-Port Arthur, Tex.	35	35	NC	48	**51**	+6.25	42	38	-9.52
Beckley-Bluefield-Oak Hill, W.Va.	28	**33**	+17.90	—	—	—	26	29	+11.53
Bend, Ore.	—	—	—	5	**5**	NC	—	—	—
Billings, Mont.	14	13	-7.14	17	**19**	+11.76	6	6	NC
Biloxi-Gulfport, Miss.	36	**39**	+8.33	—	—	—	—	—	—
Binghamton, N.Y.	14	12	-14.29	49	**51**	+4.08	18	19	+5.55
Birmingham, Ala.	127	**122**	-3.94	—	—	—	26	29	+11.53
Boise, Idaho	25	25	NC	25	**30**	+20.00	26	27	+3.85
Boston	335	299	-10.75	326	**321**	-1.53	255	269	+5.49
Extra ABC affilate	22	21	-4.55	—	—	—	—	—	—
Bowling Green, Ky.	24	**24**	NC	—	—	—	—	—	—
Bristol, Va.-Kingsport, Johnson City, Tenn.	29	28	-3.45	64	61	-4.68	79	**72**	-8.86
Buffalo, N.Y.	123	115	-6.50	104	**117**	+12.50	81	85	+4.94
Burlington, Vt.	18	17	-5.55	60	**57**	-5.00	30	31	+3.33
Extra NBC affiliate	—	—	—	—	—	—	7	7	NC
Casper-Riverton, Wyo.	20	**16**	-20.00	5	8	+60.00	3	3	NC
Cedar Rapids-Waterloo, Iowa	63	55	-12.69	56	**58**	+3.57	63	**58**	-7.49
Extra ABC affiliate	5	6	+20.00	—	—	—	—	—	—
Charleston, S.C.	38	36	-5.26	48	**50**	+4.17	30	32	+6.66
Charleston-Huntington, W.Va.	84	84	NC	96	105	+9.38	125	**119**	-4.80
Charlotte, N.C.	122	123	+0.82	137	**139**	+1.46	43	51	+18.60
Chattanooga	60	**61**	+1.66	57	59	+3.51	56	52	-7.14
Cheyenne, Wyo.	—	—	—	23	**21**	-8.69	—	—	—
Chicago	580	493	-15.00	544	471	-13.42	478	464	-5.77
Chico-Redding, Calif.	28	27	-3.57	25	**28**	+12.00	—	—	—
Cincinnati	131	118	-9.92	141	136	-3.54	108	103	-4.63
Clarksburg-Weston, W.Va.	—	—	—	27	**27**	NC	23	22	-4.35
Cleveland-Akron	290	**274**	-5.52	261	262	+0.38	231	236	+2.16
Extra ABC affiliate	20	12	-40.00	—	—	—	—	—	—
Colorado Springs-Pueblo	48	40	-16.66	38	**41**	+7.89	33	30	-9.09
Columbia, S.C.	28	35	+25.00	33	36	+9.09	69	**73**	+5.80
Columbia-Jefferson City, Mo.*	19	26	+36.84	30	**36**	+20.00	32	19	-40.63
Columbus, Ga.	63	**57**	-9.52	50	51	+2.00	15	18	+20.00
Columbus, Ohio	117	116	-0.85	133	**139**	+4.51	103	95	-7.77
Columbus-Tupelo, Miss.	—	—	—	28	32	+14.28	51	**43**	-15.69
Corpus Christi, Tex.	31	31	NC	32	28	-12.50	22	26	+18.18
Dallas-Fort Worth	265	273	+3.02	277	**295**	+6.49	210	188	-10.48
Davenport, Iowa-Rock Island-Moline, Ill.	64	64	NC	61	**67**	+9.83	61	53	-13.11
Dayton, Ohio	89	82	-7.87	113	**128**	+13.27	65	65	NC
Denver	194	151	-22.16	153	**163**	+7.84	127	144	+13.39
Des Moines, Iowa	61	60	-1.64	77	**81**	+5.19	67	57	-14.93
Detroit	353	**376**	+6.51	330	351	+6.36	263	263	NC
Dothan, Ala.	12	11	-8.33	47	**49**	+4.25	—	—	—
Duluth, Minn.-Superior, Wis.	38	35	-7.89	36	**37**	+2.78	28	29	+3.57
El Centro-Yuma Ariz.*	—	4	—	2	—	—	9	**7**	-22.22
El Paso, Tex.	38	**33**	-13.16	26	27	+3.85	27	**33**	+22.22
Elmira, N.Y.	13	12	-7.69	—	—	—	12	**13**	+8.33
Erie, Pa.	31	26	-16.13	28	30	+7.14	38	**35**	-7.89
Eugene, Ore.*	31	29	-6.45	—	**37**	—	40	12	-70.00
Eureka, Calif.	9	9	NC	10	**11**	+10.00	—	—	—
Evansville, Ind.	61	**61**	NC	46	48	+4.35	47	37	-21.28
Fargo, N.D.	30	34	+13.33	37	**40**	+8.11	42	36	-14.29
Farmington, N.M.	—	—	—	—	—	—	4	**4**	NC
Flint-Saginaw-Bay City, Mich.	99	**95**	-4.04	44	49	+11.36	84	86	+2.38
Florence, S.C.	21	21	NC	58	**59**	+1.72	—	—	—
Ft. Myers-Naples, Fla.	21	21	NC	37	**43**	+16.22	29	22	-24.14
Ft. Smith, Ark.	16	16	NC	33	**44**	+33.33	16	15	-6.25
Ft. Wayne, Ind.	47	**52**	+10.64	41	47	+14.63	35	38	+8.57

ADI	ABC 1981	ABC 1982	ABC % change	CBS 1981	CBS 1982	CBS % change	NBC 1981	NBC 1982	NBC % change
Fresno, Calif.	50	50	NC	59	**62**	+5.08	45	45	NC
Gainesville, Fla.	18	**21**	+16.66	—	—	—	—	—	—
Glendive-Miles City, Mont.	—	—	—	2	**2**	NC	1	—	—
Grand Junction Colo.	—	—	—	10	7	-30.00	17	**19**	+11.76
Grand Rapids-Kalamazoo, Mich.	68	69	+1.47	100	**103**	+3.00	87	86	+14.94
Extra ABC affiliate	39	39	NC	—	—	—	—	—	—
Great Falls, Mont.	13	13	NC	15	**15**	NC	—	—	—
Green Bay, Wis.	68	65	-4.41	67	**68**	+1.49	75	**68**	-9.33
Greensboro-Winston Salem, N.C.	87	96	+10.34	95	**118**	+24.21	80	74	-7.50
Greenville-New Bern, N.C.	34	32	-5.88	57	**61**	+7.02	59	54	-8.47
Greenville-Spartanburg, S.C.	101	105	+3.96	114	**122**	+7.02	120	**122**	+1.67
Greenwood-Greenville, Miss.	23	**26**	+21.74	9	10	+11.11	—	—	—
Harrisburg Lancaster-Lebanon, York, Pa.	75	**66**	-12.00	48	54	+12.50	—	—	—
	—	—	—	29	29	NC	94	**99**	+5.32
	—	—	—	11	**12**	+9.09	—	—	—
Harrisonburg, Va.	18	**22**	+22.22	—	—	—	—	—	—
Hartford-New Haven, Conn.	144	132	-8.33	176	**184**	+4.55	56	56	NC
Extra NBC affiliate	—	—	—	—	—	—	14	—	—
Helena, Mont.	—	—	—	—	—	—	5	**5**	NC
Houston	232	**242**	+4.31	218	236	+8.25	175	164	-6.29
Huntsville-Decatur-Florence, Ala.	51	49	-3.92	59	**60**	+1.69	41	33	-19.51
Extra NBC affiliate	—	—	—	—	—	—	8	8	NC
Idaho Falls-Pocatello	13	15	+15.38	19	**21**	+10.53	16	17	+6.25
Indianapolis	162	149	-8.02	162	**160**	-1.23	132	123	-6.82
Jackson, Miss.	31	37	+19.35	59	61	+3.39	63	**65**	+3.17
Jackson, Tenn.	27	**37**	+37.04	—	—	—	—	—	—
Jacksonville, Fla.	60	57	-5.00	85	**92**	+8.24	44	44	NC
Johnstown-Altoona, Pa.	—	—	—	66	72	+9.09	90	**85**	-5.56
Jonesboro, Ark.	26	**31**	+19.23	—	—	—	—	—	—
Joplin, Mo.-Pittsburg, Kan.*	33	32	-3.03	23	**44**	+91.30	47	28	-40.43
Kansas City, Mo.	151	132	-12.58	136	**144**	+5.88	121	107	-11.57
Knoxville, Tenn.	79	92	+16.46	94	**105**	+11.70	41	41	NC
La Crosse-Eau Claire, Wis.	19	20	+5.26	36	**43**	+19.44	40	38	-5.00
Parkersburg, W. Va.	—	—	—	—	—	—	8	**8**	NC
Peoria, Ill.	40	38	-5.00	40	**49**	+22.50	42	39	-7.14
Philadelphia	538	**490**	-8.92	427	481	+12.65	332	361	+8.73
Phoenix	130	122	-6.15	119	**129**	+8.40	90	95	+5.55
Extra NBC affiliate	—	—	—	—	—	—	3	6	+200.00
Pittsburgh	289	**272**	-5.88	234	255	+8.97	153	137	-10.46
Portland, Ore.	122	117	-4.09	126	**128**	+1.59	100	112	+12.00
Portland-Poland Spring, Me.	58	**52**	-10.34	44	50	+13.64	48	51	+6.25
Presque Isle, Me.	—	—	—	8	**10**	+25.00	—	—	—
Providence, R.I.-New Bedford, Mass.	118	101	-14.40	79	94	+18.99	127	**112**	-11.81
Quincy, Ill.-Hannibal, Mo.	—	—	—	32	**39**	+21.88	32	31	-3.13
Raleigh-Durham, N.C.	116	108	-6.89	110	**113**	+2.73	30	34	+13.33
Rapid City, S.D.	14	13	-7.14	—	—	—	26	**25**	-3.84
Reno	28	**26**	-7.14	20	24	+20.00	19	21	+10.53
Richmond, Va.	76	64	-15.79	88	**95**	+7.95	61	55	-9.84
Extra NBC affiliate	—	—	—	—	—	—	4	5	+25.00
Roanoke-Lynchburg, Va.	49	48	-2.04	84	**90**	+7.14	54	53	-1.85
Rochester, N.Y.	64	55	-14.06	56	**63**	+12.50	43	45	+4.65
Rochester, Minn.-Mason City, Iowa	32	**27**	-15.63	23	24	+4.35	26	24	-7.69
Rockford, Ill.	36	**38**	+5.55	36	37	+2.78	33	28	-15.15
Roswell, N.M.	—	—	—	15	**16**	+6.67	—	—	—
Sacramento-Stockton, Calif.	142	**146**	+2.82	128	139	+8.59	117	124	+5.98
St. Joseph, Mo.	18	**19**	+5.55	—	—	—	—	—	—
St. Louis	199	195	-2.01	198	**219**	+10.61	159	166	+4.40
Salinas-Monterey, Calif.	54	**46**	-14.81	22	22	NC	28	24	-14.29
Salisbury, Md.	13	9	-30.77	21	**23**	+9.52	—	—	—
Salt Lake City	101	94	-6.93	115	**107**	-6.96	80	82	+2.50
Extra NBC affiliate	—	—	—	—	—	—	—	0	—
San Angelo, Tex.	—	—	—	10	**12**	+20.00	—	—	—
San Antonio, Tex.	98	100	+2.04	93	**103**	+10.75	70	61	-12.86
San Diego	101	99	-1.98	108	**118**	+9.26	64	68	+6.25
San Francisco	288	282	-2.08	286	**325**	+13.64	194	238	+19.60
Santa Barbara-Santa Maria, Calif.	23	**25**	+8.69	22	22	NC	15	15	NC
Savannah, Ga.*	26	31	+19.23	45	**47**	+4.44	36	24	-33.30
Seattle-Tacoma	193	**176**	-8.81	137	143	+4.38	137	148	+8.02
Bellingham, Wash.	—	—	—	7	**12**	+71.43	—	—	—
Salem, Ore.	—	—	—	7	**9**	+28.57	—	—	—

Lafayette, Ind.	—	—	—	12	**13**	+8.33	—	—	—
Lafayette, La.	50	48	-4.00	67	**63**	-5.97	—	—	—
Lake Charles, La.	—	—	—	—	—	—	34	**34**	NC
Lansing, Mich.	—	—	—	68	**68**	NC	32	33	+3.13
Laredo, Tex.	—	—	—	5	4	-20.00	6	**6**	NC
Las Vegas	32	30	-6.25	36	**35**	-2.78	28	29	+3.57
Laurel-Hattiesburg, Miss.	—	—	—	—	—	—	30	**31**	+3.33
Lexington, Ky.	44	48	+9.09	68	**73**	+7.35	54	48	-11.11
Lima, Ohio	—	—	—	—	—	—	14	**13**	-7.14
Lincoln-Hastings-Kearney, Neb.	35	33	-5.71	54	**63**	+16.66	17	14	-17.65
Little Rock, Ark.	93	**94**	+1.08	83	**94**	+13.25	89	81	-8.99
Los Angeles	635	**611**	-3.78	563	558	-0.88	525	528	+0.57
Louisville, Ky.	81	73	-9.88	106	**108**	+1.89	97	99	+2.06
Lubbock, Tex.	29	22	-24.14	28	**30**	+7.14	34	29	-14.70
Macon, Ga.*	—	19	—	48	**47**	-2.08	18	15	-16.67
Madison, Wis.	34	33	-2.94	55	**54**	-1.82	33	32	-3.03
Mankato, Minn.	—	—	—	15	**18**	+20.00	—	—	—
Marquette, Mich.	—	—	—	22	**25**	+13.64	—	—	—
McAllen-Brownsville, Tex.*	37	**27**	-27.03	32	23	-28.13	—	9	—
Medford, Ore.	32	**34**	+6.25	24	25	+4.17	—	—	—
Memphis	100	108	+8.00	123	**149**	+21.14	110	106	-3.64
Meridian, Miss.*	23	**26**	+13.04	11	11	NC	—	2	—
Miami	199	200	+0.50	206	**215**	+4.37	142	148	+4.23
Milwaukee	132	121	-8.33	130	**131**	+0.77	115	115	NC
Minneapolis-St. Paul	234	193	-17.52	227	**229**	+0.88	122	133	+9.02
Minot-Bismarck-Dickinson, N.D.	—	—	—	30	34	+13.33	39	35	-10.26
Missoula-Butte, Mont.	28	**30**	+7.14	—	—	—	21	26	+23.81
Mobile, Ala.-Pensacola, Fla.	76	66	-13.16	96	**93**	-3.13	60	53	-11.67
Monroe, La.-El Dorado, Ark.*	31	12	-61.29	64	**67**	+4.69	8	25	+312.50
Montgomery, Ala.	19	22	+15.78	22	26	+18.18	64	**60**	-6.25
Nashville	101	104	+2.97	143	**160**	+11.89	163	121	-11.03
New Orleans	111	95	-14.41	135	**145**	+7.41	99	98	-1.01
New York	1,123	1,063	-5.34	1,024	987	-3.61	900	953	+5.89
Norfolk-Portsmouth, Va.	88	77	-12.50	88	95	+7.95	66	71	+7.58
N. Platte, Neb.	—	—	—	—	—	—	8	**7**	-12.50
Odessa-Midland, Tex.	19	23	+21.05	32	**30**	-6.25	24	17	-29.17
Oklahoma City	87	82	-5.75	88	**108**	+22.73	83	79	-4.82
Omaha	86	78	-9.30	72	**79**	+9.72	65	61	-6.15
Orlando-Daytona, Fla.	117	116	-0.85	116	**130**	+12.07	109	98	-10.09
Ottumwa, Iowa-Kirksville, Mo.	18	**23**	+27.78	—	—	—	—	—	—
Paducah, Ky.-Cape Girardeau, Mo.	33	37	+12.12	76	**85**	+11.84	71	61	-14.08
Palm Springs, Calif.	7	**4**	-42.86	—	—	—	6	**4**	-33.33
Panama City, Fla.	25	**22**	-12.00	—	—	—	21	21	NC
Shreveport, La.-Texarkana, Tex.	81	85	+4.94	97	**102**	+5.15	66	68	+3.03
Sioux City, Iowa	44	**36**	-18.18	11	15	+36.36	33	25	-24.24
Sioux Falls-Mitchell, S.D.	20	18	-10.00	61	**65**	+6.56	42	44	+4.76
South Bend-Elkhart, Ind.	55	50	-9.09	63	**61**	-3.17	57	58	+1.75
Spokane, Wash.	54	54	NC	58	**63**	+8.62	53	50	-5.66
Springfield, Mass.	55	47	-14.55	—	—	—	40	**48**	+20.00
Springfield, Mo.	26	25	-3.85	55	**71**	+29.09	66	64	-3.03
Springfield-Decatur-Champaign, Ill.	56	54	-3.57	62	**71**	+14.52	56	56	NC
Syracuse, N.Y.	60	54	-10.00	80	**80**	NC	69	71	+2.90
Tallahassee, Fla.	14	15	+7.14	49	**54**	+10.20	—	—	—
Extra ABC affiliate	9	—	—	—	—	—	—	—	—
Tampa-St. Petersburg, Fla.	160	170	+6.25	211	**232**	+9.95	153	151	-1.30
Extra ABC affiliate	23	21	-8.69	—	—	—	—	—	—
Terre Haute, Ind.	13	11	-15.38	42	**46**	+9.52	41	37	-9.75
Toledo, Ohio	71	68	-4.22	98	**101**	+3.06	85	85	NC
Topeka, Kan.	—	—	—	40	**42**	+5.00	24	22	-8.33
Traverse City-Cadillac, Mich.	15	17	+13.33	45	**49**	+8.89	28	29	+3.57
Tucson, Ariz.	50	**48**	-4.00	43	45	+4.65	43	44	+2.32
Tulsa	95	**88**	-7.37	71	87	+22.53	60	56	-6.67
Tuscaloosa, Ala.	—	—	—	10	**13**	+30.00	—	—	—
Twin Falls, Idaho	—	—	—	—	—	—	11	**9**	-18.18
Tyler, Tex.	43	**51**	+18.60	—	—	—	—	—	—
Utica, N.Y.	18	13	-27.78	—	—	—	25	**23**	-8.00
Victoria, Tex.*	3	**5**	+66.67	—	—	—	—	4	—
Waco-Temple, Tex.	56	**54**	-3.57	—	—	—	36	38	+5.56
Washington	263	231	-12.17	258	**269**	+4.26	181	219	+20.99
Extra NBC affiliate	—	—	—	—	—	—	13	14	+7.69
Watertown, N.Y.	—	—	—	20	**20**	NC	—	—	—
Wausau-Rhinelander, Wis.	29	27	-6.90	40	**45**	+12.50	11	11	NC
West Palm Beach-Ft. Pierce, Fla.	47	46	-2.13	20	26	+30.00	60	**55**	-8.33
Wheeling, W.Va.-Steubenville, Ohio	—	—	—	54	**59**	+9.25	44	47	+6.82
Wichita-Hutchinson, Kan.	69	62	-10.14	67	**76**	+13.43	70	65	-7.14
Wichita Falls, Tex.-Lawton, Okla.	29	26	-10.34	28	**30**	+7.14	29	22	-24.13
Wilkes Barre-Scranton, Pa.	104	**100**	-3.84	58	71	+22.41	80	84	+5.00
Wilmington, N.C.	15	25	+66.67	—	—	—	53	**52**	-1.88
Yakima, Wash.	26	21	-23.81	35	**38**	+8.57	22	22	NC
Youngstown, Ohio	55	50	-9.09	61	**65**	+6.56	47	48	+2.13
Zanesville, Ohio	—	—	—	—	—	—	11	**10**	-9.09

Ratings Roundup

The commercial networks survived the *Nicholas Nickleby* onslaught with a combined rating/share average of 50.7/79 for the week—not their worst week of the season by any means.

The Royal Shakespeare Co.'s nine-hour production of *Nicklehy*, presented by Mobile Oil across four nights (Jan. 10-13) on an ad hoc lineup of 60 affiliates, independents and public TV stations, was rated a big success by its backers and it did take a toll (BROADCASTING, Jan. 17). But ratings for the week ended Jan. 16 indicate that the chief victim was NBC. Indeed, both CBS and ABC pulled prime time averages for that week exceeding their season-to-date averages.

Thus CBS, whose season-to-date weekly average going into *Nicklehy* week was 18.3, pulled a 19.9 rating and 31 share in winning the week that *Nicklehy* was on (helped, too, by a strong 26.7/40.3 for its regular Sunday-night lineup three days after the *Nicklehy* run), while ABC, with a season-to-date average of 16.4, turned in a 17.2/27 for Nickleby week.

NBC, however, which had been averaging 15.3, dropped to 13.6/21 in the week that *Nicklehy* ran.

It was CBS's 13th weekly win of the season, as against two wins for NBC and one for ABC.

In the new season-to-date averages, including Nickleby week, CBS has an 18.4/29, ABC a 16.5/26 and NBC a 15.2/24.

The ad hoc lineup that carried *Nicklehy* reportedly included 10 NBC affiliates, nine ABC affiliates and five CBS affiliates. National ratings for the miniseries are not yet available.

The First 20

1	*CBS NFL Playoff Game* (1-7:15 p.m.)	CBS	39.9/63
2	*CBS NFL Playoff Pool* (7:15-7:30 p.m.)	CBS	33.7/53
3	*60 Minutes*	CBS	32.9/48
4	*Dallas*	CBS	26.6/41
5	*M*A*S*H*	CBS	23.7/34
6	*Alice*	CBS	23.3/36
7	*Dynasty*	ABC	22.9/37
8	*Love Boat*	ABC	22.9/36
9	*Jeffersons*	CBS	22.9/34
10	*Falcon Crest*	CBS	22.7/38
11	*Gloria*	CBS	21.7/32
12	*Magnum, P.I.* (R)	CBS	21.6/32
13	*Simon & Simon*	CBS	21.5/32
14	*Archie Bunker's Place*	CBS	21.4/31
15	*Newhart*	CBS	21.3/31
16	*Three's Company*	ABC	21.0/31
17	*Trapper John, M.D.*	CBS	20.3/38
18	*Fall Guy*	ABC	19.7/29
19	*CBS Saturday Night Movie* "Hooper" (R)	CBS	19.6/34
20	*9 to 5*	ABC	19.0/28

The Final Five

64	*NBC Movie of the Week* (R) "Return of Maxwell Smart"	NBC	11.4/17
65	*Ripley's Believe It or Not*	ABC	11.2/17
66	*Powers of Matthew Star*	NBC	10.9/17
67	*Voyagers*	NBC	10.8/16
68	*Hula Bowl* "East vs. West"	NBC	8.5/15

Distortion seen in prime time crime

"Just the facts, ma'am" is no longer in the lexicon of most producers of crime entertainment programs for prime time TV. That is, in effect, the charge from The Media Institute, a Washington-based nonprofit organization whose activities include research into relationships of the media and business.

The institute made its primary case Jan. 16 in the findings of a study, "Prime Time Crime," commissioned by the institute and conducted by Drs. Linda and Robert Lichter of George Washington University in Washington. Release of the study evoked endorsements from several organizations concerned with crime. It also prompted the formation last Tuesday (Jan. 18) of an ad hoc Committee on Prime Time Crime to permit executives of those groups to work with the institute.

For the "Prime Time Crime" report, the Lichters analyzed a six-week sample of prime time entertainment shows from the 1981 season before concluding that such programing distorts and sensationalizes crime in America.

Among the study's major findings:

■ Crime is a prevalent component of TV entertainment (drama and comedy) with an average 1.7 crimes per show.

■ There is much more violence in the TV crimes than in real-life occurrences; the lesser and low-profile crimes that dominate police records are far overshadowed on TV by fictionalized harsher crimes.

■ TV criminals tend to come from the establishment, the stock character being a middle-aged businessman. "Prime Time Crime" found businessmen second only to professional criminals as the most frequent lawbreakers on TV. According to the Lichters, that was consistent with The Media Institute's 1981 study. "Crooks, Conmen and Clowns," which found half of all chief executive officers portrayed on TV were engaged in illegal activity ranging from fraud to murder.

In their conclusions, the Lichters also noted that "neither Dick Tracy nor Joe Friday serves as the model law enforcer for today's cops-and-robbers show. Instead, the glamour boy of TV's legal system is the private eye whose Holmesian abilities often consign the law enforcement professionals to the role of Dr. Watson. More broadly, effective law enforcement is the province of the outsider who bypasses the law enforcement establishment.

Leonard J. Theberge, president of The Media Institute, said that the study's findings "are very unsettling because they suggest the American public is receiving a grossly distorted picture of what crime and law enforcement is all about."

Theberge said the current study was motivated by a need to follow up the "Crooks, Conmen and Clowns" findings of 1981. The earlier study concentrated only on the portrayals of business characters; the current study compares the fictional TV criminals with real-life lawbreakers as shown in official records. □

March 14

A unique opportunity for advertisers prior to the March 17-22 NATPE Conference in Las Vegas. BROADCASTING's March 14 issue will preview the show with a full list of exhibitors and the show agenda. Advertising deadline: March 4.

March 21

An on-the-scene report of what will take place at the 20th Anniversary Conference. On-site distribution of March 21 issue—a 5,000 plus overrun—will take place at noon, Saturday, March 19. Advertising deadline: March 11.

March 28

A complete wrap-up of what happened at the NATPE Conference. A must for all advertisers . . . for subscribers who did not attend will get all the news in one place. (It's almost like being there.) And those who attended will find out what they missed. Advertising deadline: March 18.

You belong in

Broadcasting

March 14/21/28

State Telecasting Inc. from The State Record Co. (100% before; none after) to Media General Telecommunications Inc. (none before; 100 after). Consideration: $8 million. Principals: Seller also owns KCBD-TV Lubbock, Tex., and KSWS-TV Roswell, N.M. Ben Morris is chairman and W. Frank Harden is president. Buyer is publicly traded Richmond, Va.-based newspaper publisher. It was granted FCC approval to buy WJKS-TV Jacksonville, Fla., for $18 million and sell WFLA-TV Tampa and cable system serving Fredericksburg, Va., and won franchise for Fairfax county, Va., last July (BROADCASTING, Aug. 2, 1982). BTCCT-821108FU). Action Nov. 8, 1982.

■ KMAC(AM) San Antonio, Tex. (630 khz, 5 kw-U)—Granted assignment of license from KISS Broadcasting Inc. to Salem Media of Texas Inc. for $1 million. Seller is subsidiary of Capitol Broadcasting Inc., Raleigh, N.C.-based group owner of four AM's, five FM's and one TV principally owned by James F. Goodmon and brother, Ray H. Goodmon, and estate of A.J. Fletcher. Its most recent acquisition was WDRV(AM)-WLVV(FM) Statesville, N.C. for $1.75 million (BROADCASTING, June 28, 1982). Capitol Broadcasting bought KMAC(AM) along with co-located FM in 1980 for $4.65 million (BROADCASTING, Nov. 10, 1980). Buyer: Stuart W. Epperson and Edward G. Atsinger III (50% each), who own KMFM(FM) San Antonio; WEZE(AM) Boston; WNYM(AM) New York and WRFD(AM) Worthington, Ohio. They sold KUKA(AM) San Antonio (see below). Last year they bought KUKA for $850,000. Epperson also owns KAKC(AM)-KCFO(FM) Tulsa, Okla., and WKBA(AM) Vinton, Va. Atsinger in addition owns KAAR(FM) Oxnard, KTED(FM) Fowler, 25% of KGBA(FM) Holtville and 20% of KGFT(FM) Carpinteria, all California. (BAL-820706GE). Action Dec. 26, 1982.

■ KUKA(AM) San Antonio, Tex. (1260 khz, 1 kw-U)—Seeks assignment of license from Por Favor Inc. to Texas Lotus Corp. for $875,000. Seller is owned by Stuart W. Epperson and brother-in-law, Edward G. Atsinger, who bought KUKA last year for $850,000 (BROADCASTING, Aug. 17, 1981) and are selling it to permit their acquisition of co-located KMAC(AM) for $1 million from Capitol Broadcasting (see above). Epperson and Atsinger own WEZE(AM) Boston, WNYM(AM) New York and WRFD(AM) Worthington, Ohio. Epperson also owns KAKC(AM)-KCFO(FM) Tulsa, Okla., and WKBA(AM) Vinton, Va., Atsinger owns KDAR(FM) Oxnard, 25% of KGBA(FM) Holtville, and 20% of KGFT(FM) Carpinteria, all California. He also sold, subject to FCC approval, KTED(FM) Fowler, Calif., for $700,000 (BROADCASTING, Aug. 9, 1982). Buyer is subsidiary of Lotus Communications Corp., Las Vegas-based group owner of six AM's and five FM's whose last acquisition was WDON(AM) Wheaton, Md., for $700,000 (BROADCASTING, Oct. 19, 1981). Howard Kalmenson is president. (BAL-820804GG). Action Dec. 29, 1982.

■ KMO(AM) Tacoma, Wash., (1360 khz, 5 kw-U)—Granted assignment of license from KMO Inc. to Starbrite Corp. for $2 million. Seller: James L. Baine (100%), who has no other broadcast interests. Buyer: James C. Nelly (100%), who is former owner of KUJ(AM) Walla Walla, Wash., which he sold two years ago for $1.7 million (BROADCASTING, Dec. 15, 1980). (BAL-821008EU). Action Jan. 5.

Call letters

Applications

Call	Sought by
	New AM
KADR	Clayton County Broadcasting, Elkader, Iowa
	New FM's
WJRQ	Jim Johnson Enterprises Inc., Williston, Fla.
WLVO	Mary Ellen Burns, Mt. Zion, Ill.
WDCL	Western Kentucky University, Somerset, Ky.
KKBJ-FM	Bemidji Radio Inc., Bemidji, Minn.
KDNW	Northwestern College Radio Foundation, Duluth, Minn.
WLUN	Community Broadcasting Inc., Lumberton, Miss.
WJYY	Rumford Communications Inc., Concord, N.H.
WSID	Broadcast Facilities Co., Sidney, N.Y.
WXDU	Duke University, Durham, N.C.
KITX	DLB Broadcasting Corp., Hugo, Okla.
WBHA	Louis G. Gregory Baha'i Institute, Hemingway, S.C.
KLMB	Educational Radio Foundation of East Texas Inc., Tyler, Tex.
WDNE-FM	Marja Broadcasting Corp., Elkins, W. Va.
WJTY	Joy Public Broadcasting Corp., Lancaster, Wis.
	New TV's
WLCT	CTV of Connecticut Inc., New London, Conn.
WPAN	Fort Walton Beach Broadcasting Corp., Fort Walton Beach, Fla.
KCHF	Son Broadcasting Inc., Santa Fe, N.M.
WSJU	Three Star Telecast Inc., San Juan, P.R.
	Existing AM's
KBOX	KJEL Jacksonville, Ark.
KKAP	KMFO Aptos-Capitola, Calif.
WYAT	WNNR New Orleans
KMAP	KDAN South St. Paul
KLCO	KBHM Branson, Mo.
WWCN	WOKO Albany, N.Y.
WWMG	WBIC New Bern, N.C.
WSMR	WSHB Raeford, N.C.
KLUP	KTEW Poteau, Okla.
KVAR	KUKA San Antonio, Tex.
KIWI	KCPX Salt Lake City
KPMA	KTNT Tacoma, Wash.
WMKE	WBCS Milwaukee
WTOQ	WSWW Platteville, Wis.
	Existing FM's
WZEW	WHSP Fairhope, Ala.
KCMG	KBCN Anchorage, Alaska
KFPW-FM	KXXI Fort Smith, Ark.
KCAQ	KACY-FM Oxnard, Calif.
KWDJ	KHNY Riverside, Calif.
WWLT	WWID Gainsville, Ga.
WJYF	WWCG La Grange, Ga.
WGAQ	WIFN Franklin, Ind.
WWCQ	WMDH New Castle, Ind.
WCLZ	WKXA-FM Brunswick, Me.
WYKX	WFNN Escanaba, Mich.
KRZK	KIRK-FM Branson, Mo.
WLQE	WGRF Pleasantville, N.J.
WZFM	WRNW Briarcliff Manor, N.Y.
WKKJ	WBEX-FM Chillicothe, Ohio
KQBC	KOKL-FM Okmulgee, Okla.
KXXI	KLUP Poteau, Okla.
KMML	KYTX-FM Amarillo, Tex.
KIOF	KCOT Lamesa, Tex.
KKBQ-FM	KYND Pasedena, Tex.
KGKL-FM	KSJT San Angelo, Tex.
KZUN	KTMP Spanish Fork, Utah
WFTR-FM	WIXV Front Royal, Va.
WMGF	WFMR Milwaukee
WKPL	WSWW-FM Platteville, Wis.
	Existing TV
KHBS	KFPW-TV Fort Smith, Ark.

Grants

Call	Assigned to
	New AM's
WYNI	Hub-City Broadcasting, Monroeville, Ala.
KGLR	Doylan Forney, Tucson, Ariz.
KGDP	Radio Representatives Inc., Santa Ynez, Calif.
	New FM's
KXCI	Foundation for Creative Broadcasting Inc., Tucson, Ariz.
KLQZ	KDRS Inc., Paragould, Ark.
WBOD	Metrocom Communications Inc., Canton, Ill.
WGGI	Gateway Radio Works Inc., Owingsville, Ky.
KDIE	Joyce L. Hagen, Crookston, Minn.
KLQP	Lac Qui Parle Broadcasting Inc., Madison, Minn.
KCIE	Rethex Inc., Fairbury, Neb.
KKBI	Harold E. Cochrin, Broken Bow, Okla.
KDAA	Big Chief Broadcasting, Woodward, Okla.
KUN-FM	The Best Broadcasting Inc., Farwell, Tex.
KVEZ	M&M Broadcasting Inc., Smithfield, Utah
KZMQ	KMMZ Radio Limited Partnership, Greybull, Wyo.
WVUV-FM	Radio Samoa Ltd., Leone, American Samoa
	New TV's
KATN	The Alaska 13 Corp., Fairbanks, Alaska
WFDG	Metrovision Inc., New Bedford, Mass.
KXLT	L.E.O. Broadcasting Inc., Rochester, Minn.
KONY	Olmstead Enterprises Inc., Thief River Falls, Minn.
KDCQ	O.L. Turner, Sikeston, Mo.
WIUW	High Point Community Television Inc., High Point, N.C.
WKCH-TV	Knoxville Family Television Inc., Knoxville, Tenn.
WFYZ	Channel 39 of Murfreesboro Inc., Murfreesboro, Tenn.
	Existing AM's
WOOJ	WSWF Lehigh Acres, Fla.
WRBQ	WNSI St. Petersburg, Fla.
WWJZ	WTRR Sanford, Fla.
WQCN	WQQT Savannah, Ga.
KZHI	KIOE Honolulu
KLEO	KWKN Wichita, Kan.
WYST	WSID Baltimore
WVLE	WAVN Stillwater, Neb.
KOOQ	KAHL North Platte, Neb.
WRNC	WKXQ Reidsville, N.C.
WMGZ	WGBU Farrell, Pa.
WGFW	WGFE Morovis, P.R.
WGSN	WSWM North Myrtle Beach, S.C.
WHBT	WDHB Harriman, Tenn.

Summary of broadcasting

FCC tabulations as of Sept. 30, 1982

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,668	0	0	4,668	153	4,822
Commercial FM	3,379	1	0	3,380	328	3,708
Educational FM	1,112	0	0	1,112	84	1,196
Total Radio	9,159	1	0	9,160	565	9,725
Commercial TV						
VHF	525	1	0	526	12	538
UHF	276	0	0	276	134	410
Educational TV						
VHF	104	1	3	108	8	116
UHF	163	2	4	169	15	184
Total TV	1,068	4	7	1,079	169	1,248
FM Translators	499	0	0	499	268	767
TV Translators						
VHF	2,754	0	0	2,754	265	3,019
UHF	1,654	0	0	1,654	392	2,046
Low power						
VHF	104	0	0	104	134	238
UHF	7	0	0	7	72	79

*Special temporary authorization

**Includes off-air licenses